

Super League - Melaka vs Sabah

DATE: Friday, August 29, 2025
LOCATION: Kota Kinabalu, Sabah, MY

Event Description

Super League - Melaka vs Sabah is a premier sports event in Kota Kinabalu. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: sports

Importance Rank: 66/100

Expected Attendance: 6,058 people

Event ID: 9ihheiaDXD3VndrfGk

Hotel Demand Indicators

ADR Impact Index: 7.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,423 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.